

Message Text

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43

ACTION EUR-25

INFO OCT-01 IO-12 ADP-00 AID-20 CIAE-00 COME-00 EB-11

FRB-02 INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12

CIEP-02 LAB-06 SIL-01 OMB-01 STR-08 SS-15 NSC-10

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R 231315 Z MAY 73

FM AMEMBASSY BERN

TO SECSTATE WASHDC 7759

INFO USMISSION EC BRUSSELS

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E. O. 11652: N/A

TAGS: ETRD, EGEN, SZ

SUBJ: VISIT TO WASHINGTON OF HIGH- LEVEL TRADE OFFICIALS

REF: BERN 1572 AND 1573

1. AMBASSADORS PAUL JOLLES, DIRECTOR OF TRADE DIVISION, AND KLAUS JACOBI, TRADE DELEGATE RESPONSIBLE FOR US- SWISS COMMERCIAL RELATIONS, SAY THAT THEY AND ERNST BRUGGER, FEDERAL COUNCILOR FOR PUBLIC ECONOMY, ARE GREATLY PLEASED WITH RESULT OF THEIR WASHINGTON VISITS EARLY MAY. THEY HAVE BETTER UNDERSTANDING OF INTENT OF TRADE REFORM ACT AND IMPORT OF U. S. EMPHASIS ON " FAIR TRADE;" AND THEY ARE REASSURED THAT LIBERAL TRADE CONCEPTS STILL FORM BASIS FOR U. S. TRADE POLICY. JOLLES NOTES CONTINUING IMPORTANCE OF INFORMAL CONTACTS AND EXPRESSES HOPE THAT USG HIGH TRADE OFFICIALS MAY VISIT SWITZERLAND.

2. JACOBI SAYS THAT SWISS ARE ENCOURAGED WITH RESULTS OF TALKS ON ALL BILATERAL ISSUES, SAVE ON CHEESE. HE CLAIMS SWISS CHEESE EXPORTERS ARE CURRENTLY DISADVANTAGED VIS- A- VIS OTHER EXPORTERS

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TO US BY MOST RECENT CHANGES US IMPORT POLICY, AND HE EXPRESSES SURPRISE THAT US IS NOT INTERESTED IN A TRADE- OFF UNDER WHICH US WOULD HAVE GREATER ACCESS TO SWISS WHAT MARKET IN RETURN FOR MORE LIBERAL ATTITUDE TOWARD SWISS CHEESE EXPORTS TO US. THIS IS FIRST TIME WE HAVE HEARD OF SWISS INTEREST IN TRADE- OFF, AND JACOBI' S COMMENTS ARE SO OBSCURE THAT WE HAVE NOT PURSUED THEM.

3. SWISS PRESS GAVE MORE MODEST TREATMENT TO BRUGGER' S VISIT THAN TO HIS APRIL TRIP TO SOVIET UNION. IN PART THIS IS BECAUSE OF LESSER DRAMA ATTACHING TO WASHINGTON VISIT (BRUGGER' S MOSCOW TRIP WAS FIRST VISIT BY SWISS FEDERAL COUNCILOR TO SOVIET UNION), IN PART BECAUSE OF ABSENCE OF MAJOR COMMERCIAL PROBLEMS BETWEEN OUR TWO COUNTRIES. MEDIA COVERAGE OF TRIP UNIFORMLY POSITIVE.
PERCIVAL

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*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

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